

COMMERCE

## Holt Renfrew curates winter skincare kits to spur ecommerce

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*Holt Renfrew's Magenta Mail*

By STAFF REPORTS

Canadian department store chain Holt Renfrew is bringing the beauty of its in-store offerings to consumers' doorsteps.

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Holt Renfrew just recently entered the ecommerce landscape, in time for the holiday season, and will begin its online shopping offerings with entry-level goods such as beauty and fragrance ([see story](#)). The retailer's Magenta Mail effort, referring to the color of its gift boxes, is being used as an introductory tool to spur ecommerce purchases.

You've got Magenta Mail

To further interest in its Magenta Mail boxes, Holt Renfrew is encouraging social media reveals of what's included inside. By documenting the box's arrival and its contents on Instagram or Twitter, the consumer has the opportunity to win her next purchase.

Unlike subscription services, such as Birchbox or LVMH-owned Sephora's Yes Box, which send samples based on consumer profiles ([see story](#)), Holt Renfrew has curated kits using a theme. For winter, Holt Renfrew's theme is "cold comforts" to educate consumers on winter skincare misconceptions using expert advice and product recommendations.

Holt Renfrew's Magenta Mail kits offer four versions for a better "cold-weather complexion": Rough Patches, Lip Service, Hydration Complex and Winter Heat. Each kit includes four products that will dispel certain myths about winter skincare.

For instance, Winter Heat focuses on sun protection during the winter months because skin can still be damaged by UV rays even in the cold. The kit includes Sisley All Day All Year cream, Enro Laszlo's Firmarine moisturizer with SPF 30, Cle de Peau Beaute Refreshing Protective emulsion and La Prairie Skin Caviar Luxe Cream Sheer.



*Winter Heat kit by Holt Renfrew*

Other boxes include skincare products by Chantecaille, La Mer and Estee Lauder, among others.

Each of the featured products are shoppable on the brand's [Web site](#).

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